



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

CONTRACT

<u>Contract / Revision</u> 944028 /		<u>Alt Order #</u> 06290316
<u>Product</u> Issue		
<u>Contract Dates</u> 08/23/12 - 08/29/12		<u>Estimate #</u> 368 CROSSROADS GP
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mentzer Media Services
600 Fairmont Ave
Suite 306
Towson, MD 21286

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	08/23/12	08/23/12	6a A7N More In The AM	6-7a		:30			NM	1	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$700.00			
N 2	KOAT	08/23/12	08/23/12	Good Morning America	7-9a		:30			NM	1	\$600.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$600.00			
N 3	KOAT	08/23/12	08/24/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				1	\$600.00			
N 4	KOAT	08/23/12	08/24/12	Action 7 News @ 6p	6-630p		:30			NM	4	\$3,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				4	\$800.00			
N 5	KOAT	08/23/12	08/24/12	Entertainment Tonight 630-7p	630-7p		:30			NM	2	\$1,600.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$800.00			
N 6	KOAT	08/23/12	08/24/12	Nightline	1105-1135p		:30			NM	2	\$550.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$275.00			
N 7	KOAT	08/25/12	08/25/12	Sa 6a A7N More in the AM	6-9a		:30			NM	3	\$900.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----3-				3	\$300.00			
D 8	KOAT	08/25/12	08/25/12	Action 7 News @ 5p Sat	5-530p		:30			NM	0	\$0.00
N 9	KOAT	08/25/12	08/25/12	NASCAR Cup Series Prime	5-11PM		:30			NM	3	\$1,950.00
		Class of Time - Pre-emptible with notice										

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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944028 /	06290316

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/23/12 - 08/29/12	Issue	368 CROSSROADS GPS

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----3- 3 \$650.00												
N 10	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		:30			NM	1	\$800.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1- 1 \$800.00												
N 11	KOAT	08/25/12	08/25/12	GREY'S ANATOMY	Late Fringe/Various		:30			NM	1	\$130.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1- 1 \$130.00												
N 12	KOAT	08/26/12	08/26/12	Su 6a A7N More in the AM	6-9a		:30			NM	1	\$300.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$300.00												
N 13	KOAT	08/26/12	08/26/12	This Week	9-10a		:30			NM	1	\$700.00
Class of Time - Immediately Pre-emptible without notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$700.00												
N 14	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		:30			NM	1	\$525.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$525.00												
N 15	KOAT	08/26/12	08/26/12	Extreme Makeover	Prime Other		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$1,500.00												
N 16	KOAT	08/26/12	08/26/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$1,100.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$1,100.00												
N 17	KOAT	08/26/12	08/26/12	Action 7 News @ 1030p Sun	1030-1105p		:30			NM	1	\$775.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 -----1 1 \$775.00												
N 18	KOAT	08/28/12	08/29/12	6a A7N More In The AM	6-7a		:30			NM	2	\$1,400.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 -TW---- 2 \$700.00												
N 19	KOAT	08/27/12	08/29/12	Good Morning America	7-9a		:30			NM	3	\$1,800.00
Class of Time - Fixed Non Pre-emptible <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 MTW---- 3 \$600.00												
N 20	KOAT	08/27/12	08/29/12	Action 7 News @ 5p	5-530p		:30			NM	3	\$1,800.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 MTW---- 3 \$600.00												
N 21	KOAT	08/27/12	08/29/12	Action 7 News @ 6p	6-630p		:30			NM	6	\$4,800.00
Class of Time - Pre-emptible with notice												

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Crossroads GPS		08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				6	\$800.00			
N 22	KOAT	08/27/12	08/29/12	Entertainment Tonight 630-7p	630-7p		:30			NM		
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$800.00			
N 23	KOAT	08/27/12	08/29/12	Nightline	1105-1135p		:30			NM	3	\$825.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$275.00			
N 24	KOAT	08/27/12	08/27/12	Bachelor Pad	7-10p		:30			NM	1	\$2,200.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$2,200.00			
N 25	KOAT	08/23/12	08/24/12	Dr Oz	4-5p		:30			NM	2	\$900.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$450.00			
Totals											48	\$32,055.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/26/12	27	\$16,830.00	\$14,305.50	\$1,001.39	\$15,306.89
08/27/12 - 08/29/12	21	\$15,225.00	\$12,941.25	\$905.89	\$13,847.14
Totals	48	\$32,055.00	\$27,246.75	\$1,907.28	\$29,154.03

Signature: _____ Date: _____

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